

# The Newspaper Situation.

Conditions in the Canadian newspaper world are fast approaching a crisis. The generally increased cost of paper, ink, type, and everything that goes into the making of a newspaper, have absorbed the earnings of a great many dailies. Others are being conducted at a loss.

From Fort William to the coast some dozen or more papers have already suspended publication. Several in Ontario have given up the struggle, and the latest to close its doors has been the Morning Daily Mail and Evening News of Montreal. This paper was edited and managed by two of the most brilliant Canadian newspaper men, M. E. Nichols and B. A. MacNab. The announcement of their failure to "carry on" followed closely after the absorption of the Ottawa Free Press by the Journal. We doubt not that before the birds return again a great many more newspapers in the country will be forced to suspend publication.

Few people have any realization what it costs these days to produce a daily newspaper. As the Ottawa Journal pointed out, the Free Press of that city was one of the most carefully and economically managed papers in Canada, yet it could not survive. Supposing it could sell its full circulation of 15,000 copies at 1c each there would still be a deficit of \$78,200 in its publication. In December the Journal's bill for news print alone was at the rate of \$60,000 a year. An immediate increase of twenty-five per cent. in the price of news print is a certainty; the increase the papermakers are demanding is fifty per cent. Allowing for no growth in circulation, then the Journal's paper bill for 1917 would be from \$15,000 to \$30,000 larger than in 1916; and in addition the prices of everything else have shown a corresponding increase.

In order to survive publishers have simply been forced to advance both their subscription prices and their advertising rates. About the only city on the continent where this advance has not already taken place is the city of Kingston. We fear, however, that it is bound to come, and that very soon. Fortunately the Kingston papers have retailed for 2c, whereas in many other cities the price was only 1c. To-day there are few 1c papers on the continent.